



# STREET FAIR & CHILI COOKOFF

June 25, 2022

10 am - 8 pm

Sponsorship Packages and Opportunities



# Event Highlights

# Join Us!

*Free event for the community and visitors*

- 50,000 plus attendees
- 3 stages of continuous music
- Beachside beer garden & spirits
- Chili Cook-Off
- 200 plus food & merchandise vendors
- Artist Alley featuring artisan & craft vendors
- Seaside Family Fun Zone
- Free Rock & Roll San Diego music lessons
- Community Mural Project
- Free trolley rides into Ocean Beach



OCEAN BEACH  
MAINSTREET  
ASSOCIATION





# Presenting Sponsor

**\$15,000**

## **BENEFITS INCLUDE:**

- Presenting event naming rights: 42nd Annual Ocean Beach Street Fair & Chili Cook-Off Presented by (your company)!
- Company logo inclusion in all print and online advertising and other promotional materials including signage, flyers, calendars listings, advertisements, etc.
- Premier banner positioning displayed on the main stage and two supporting stages.
- Banner ad and company logo inclusion and URL link on the event page website @ [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com) which historically receives 50K plus page views leading up to the event.
- Name recognition on all calendar listings
- Front page company logo inclusion in printed event map & program as Presenting Sponsor
- Company logo inclusion in 3 event e-news blasts to more than 5K community members
- 10 company mentions in Facebook, Instagram & Twitter event posts
- 8 company mentions by the stage performers/emcees through the event on the main stage
- Company logo inclusion on 125 event posters to be distributed and prominently displayed throughout Ocean Beach and Point Loma Businesses
- 1/4 page ad in the official event insert of the local Peninsula Beacon which is distributed to 20K Ocean Beach and Point Loma residents
- Opportunity to be included in TV news segment content, select radio ads and print editorials\*
- 20'x20' booth space in premier location

*\*Cannot guarantee news coverage. Should an opportunity arise, sponsor content will be integrated.*



# Main Stage Sponsor

\$10,000

## BENEFITS INCLUDE:

- Presenting event main stage naming rights: Main Stage Presented by (your company)!
- Company logo inclusion in all print and online advertising and other promotional materials including signage, flyers, calendars listings, advertisements, etc.
- Premier banner positioning displayed on the main stage and
- Company logo inclusion and URL link on the event page website @ [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com) which historically receives 50K plus page views leading up to the event
- Name recognition on all calendar listings
- Company logo inclusion in printed event map & program as Main Stage Sponsor
- Company logo inclusion in 3 event e-news blasts to more than 5K community members
- 8 company mentions in Facebook, Instagram & Twitter event posts
- 8 company mentions by the stage performers/emcees through the event on the main stage
- Company logo inclusion on 125 event posters to be distributed and prominently displayed throughout Ocean Beach and Point Loma Businesses
- 1/4 page ad in the official event insert of the local Peninsula Beacon which is distributed to 20K Ocean Beach and Point Loma residents
- Opportunity to have name mentioned in select radio ads as Main Stage sponsor\*
- 10'x20' booth space in premier location by main stage

\*Cannot guarantee news coverage. Should an opportunity arise, sponsor content will be integrated.

# Chili Cook-Off Sponsor - PENDING

**\$5,000**

## BENEFITS INCLUDE:

- Area naming rights for up to two sponsors
- Up to 16'x3' size banner prominently displayed in Veterans Plaza
- Company logo inclusion and URL link on event page website @ [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com) which historically receives 50K views leading up to the event
- Company logo inclusion in printed map & program recognizing area support
- 5 company mentions in Facebook, Instagram & Twitter event posts
- Company logo inclusion on 125 event posters to be distributed and prominently displayed throughout Ocean Beach and Point Loma businesses
- 10'x10' booth space at the event in premier location



# Area Sponsor

**\$2,500**

## **BENEFITS INCLUDE:**

- Area naming rights
- Up to 12'x3' size banner prominently displayed in the corresponding sponsor area
- Company logo inclusion and URL link on event page website @ [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com) which historically receives 50K views leading up to the event
- Company logo inclusion in printed map & program recognizing area support
- 3 company mentions in Facebook, Instagram & Twitter event posts
- Company logo inclusion on 125 event posters to be distributed and prominently displayed throughout Ocean Beach and Point Loma businesses
- 10'x10' booth space at the event in premier location

**Bike Valet**

**Community  
Mural  
Project**

**Trolley  
Transportation**



## **Bike Valet**

Sponsoring this area allows Fair goers an alternative to driving the event.

*Sponsor supplies a 12'x3' banner or a-frame sign to be prominently displayed in the bike valet area.*

## **Trolley-PENDING**

Sponsoring the five (5) trolleys which make continuous loops from Sea World Drive into Ocean Beach during the Fair, provides your company with great exposure.

*Sponsor supplies banners for trolleys for an additional cost.*

## **Community Mural Project - PENDING**

Sponsoring this area supports the Ocean Beach Community Mural Project which has created and installed 20 plus murals since its inception at the 1999 Street Fair.

*Sponsor supplies a 12'x3' banner or a-frame sign to be prominently displayed in the Community Mural Project area.*





# Side Stage

## SPONSON

**92107 Stage**

*Located at Sunset Cliffs Blvd & Newport Ave*

### **BENEFITS INCLUDE:**

- Area naming rights AND 12'x3' size banner prominently displayed in the corresponding stage area
- Company logo inclusion and URL link on event page website @ [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com) which historically receives 50K views leading up to the event
- Company logo inclusion in printed map & program recognizing area support
- 3 company mentions in Facebook, Instagram & Twitter event posts
- Company logo inclusion on 125 event posters to be distributed and prominently displayed throughout Ocean Beach and Point Loma businesses
- 10'x10' booth space at the event in premier location

**\$3,000**



# Side Stage SPONSON

## Artist Alley Stage

*Located at Bacon Street & Newport Ave*

### **BENEFITS INCLUDE:**

- Area naming rights AND 12'x3' size banner prominently displayed in the corresponding stage area
- Company logo inclusion and URL link on event page website @ [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com) which historically receives 50K views leading up to the event
- Company logo inclusion in printed map & program recognizing area support
- 3 company mentions in Facebook, Instagram & Twitter event posts
- Company logo inclusion on 125 event posters to be distributed and prominently displayed throughout Ocean Beach and Point Loma businesses
- 10'x10' booth space at the event in premier location

**\$3,000**

# Seaside Family Fun Zone Sponsor - SOLD

**\$2,500**

## **BENEFITS INCLUDE:**

- Area naming rights to the Seaside Family Fun Zone
- Up to 12'x3' size banner prominently displayed in the corresponding sponsor area
- Company logo inclusion and URL link on event page website @ [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com) which historically receives 50K views leading up to the event
- Company logo inclusion in printed map & program recognizing area support
- 3 company mentions in Facebook, Instagram & Twitter event posts
- Company logo inclusion on 125 event posters to be distributed and prominently displayed throughout Ocean Beach and Point Loma businesses
- 10'x10' booth space at the event in premier location



# Seaside Family Fun Zone Supporting Sponsors



## Giant Games

**\$1,500**

Sponsoring the giant games helps offset the cost of this free family fun zone area.

*Sponsor supplies a 12'x3' banner or a-frame sign to be prominently displayed in the giant game area.*



## Rad Hatter-SOLD

**\$1,500**

Sponsoring the Rad Hatter helps offset the cost of this free family fun zone area and provides FREE upcycled hat making to Fair goers.

*Sponsor supplies a 12'x3' banner or a-frame sign to be prominently displayed in the giant game area.*



## Music Lessons - SOLD

**\$1,500**

Sponsoring this area supports free music lessons provided by Rock & Rock San Diego.

*Sponsor supplies a 12'x3' banner or a-frame sign to be prominently displayed in the Community Mural Project area.*



# JUNE 25

## 10 AM - 8PM

The Ocean Beach Street Fair & Chili Cook-Off has been an annual community event for decades. Join more than 50,000 attendees throughout the day for eclectic fun in the sun, shopping, festival nosh, surf and beachfront entertainment.

# CONTACT US!

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